

Application No.: 10/729,445  
Office Action Dated: June 15, 2006  
Response to Office Action Dated: July 10, 2006

In the Claims:

1. (Currently Amended) A display device for disposing in an upside down orientation at least one container having a body portion and a neck portion wherein the neck portion is disposed below the body portion when the product is in the upside down orientation, the display device comprising:  
an elongated member defining a conduit extending between first and second longitudinal ends for accommodating at least one container in an upside down orientation such that the neck portion of the at least one container faces the second longitudinal end of the conduit; and  
a stop member associated with the elongated member and disposed longitudinally beyond the second longitudinal end of the conduit and adjacent to the second end for providing a barrier to thereby prevent a container from accidentally leaving the conduit.
2. (Currently Amended) A display device as defined in claim 1, wherein the stop member is spaced longitudinally beyond from the second longitudinal end such that a portion of a container disposed at the second longitudinal end is exposed between the second longitudinal end and the stop member for grasping and being dispensed from the conduit.
3. (Original) A display device as defined in claim 1, wherein the stop member includes a projection coupled to the elongated member.
4. (Original) A display device as defined in claim 3, wherein the projection defines an opening for accommodating the neck portion of a container.
5. (Currently Amended) A display device as defined in claim 4, wherein the opening defined by the projection is open-ended for permitting the neck portion

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of a container accommodated therein to be pivoted out of the opening in order to dispense the container from the conduit.

6. (Original) A display device as defined in claim 3, wherein the stop member further includes at least one brace member coupled to the projection and the elongated member.
7. (Original) A display device as defined in claim 3, wherein the stop member further includes two brace members coupled to sides of the projection and to the elongated member.
8. (Original) A display device as defined in claim 1, wherein the conduit defined by the elongated member is generally cylindrical.
9. (Original) A display device as defined in claim 1, wherein the elongated member is generally transparent.
10. (Original) A display device as defined in claim 1, wherein a portion of the elongated member defining the conduit is made from a flexible material for permitting folding of the elongated member when not in use.
11. (Original) A display device as defined in claim 1, wherein the flexible material includes plastic.
12. (Original) A display device as defined in claim 1, further including at least one fastener for attaching the elongated member to an external mounting surface.

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13. (Original) A display device as defined in claim 12, wherein the at least one fastener is a suction cup.

14. (Original) A display device as defined in claim 1, wherein the conduit defined by the elongated member is sized to accommodate a 20 oz. beverage bottle.

15. (Original) A display device as defined in claim 1, wherein the conduit defined by the elongated member is sized to accommodate five 20-oz beverage bottles in end-to-end fashion.

16. (Currently Amended) A display device as defined in claim 1, wherein the elongated member at the first longitudinal end defines a conduit opening for permitting the at least one container to be loaded into the conduit.

17. (Currently Amended) A display device as defined in claim 1, wherein the elongated member at the second longitudinal end defines a conduit opening for permitting the at least one container to be dispensed from the conduit.